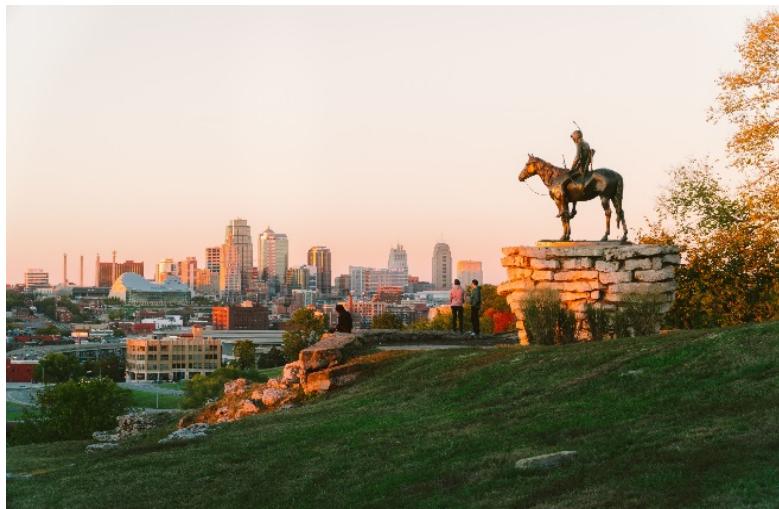


# MISSOURI DIVISION OF TOURISM

MISSOURI JANUARY TRAVEL BAROMETER  
(DATA AVAILABLE AS OF 02/08/2022)



# Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

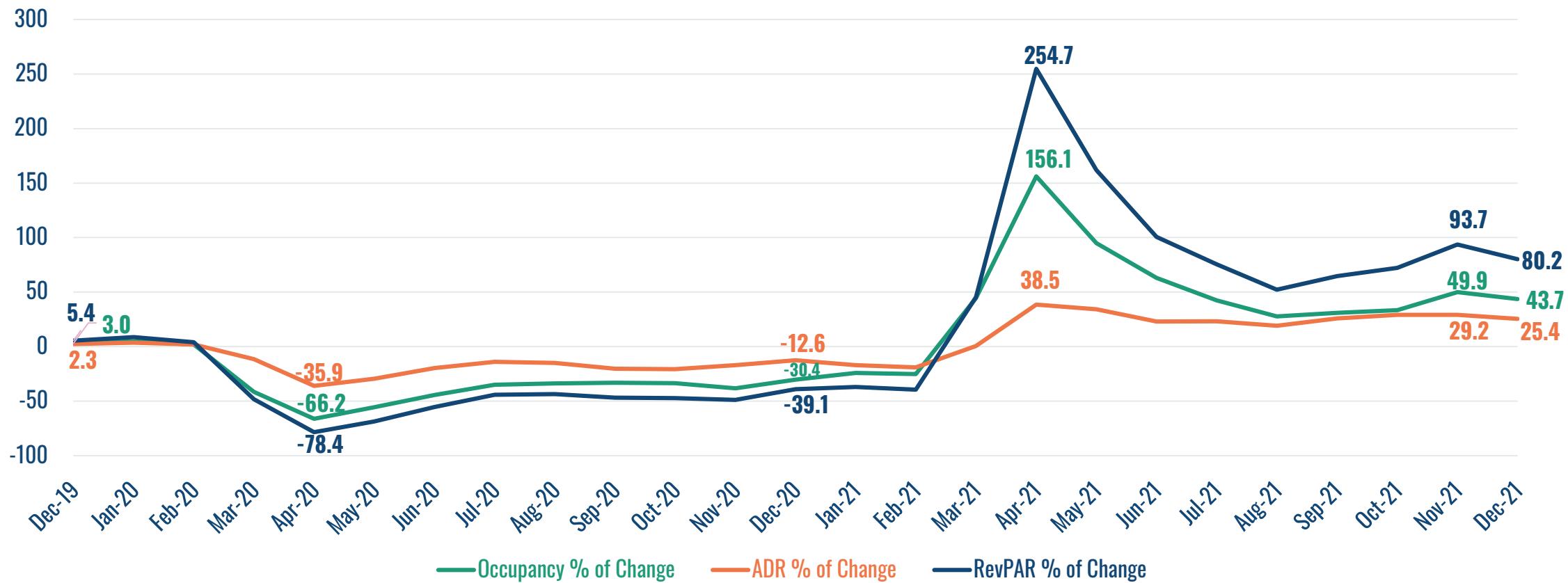
The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

# Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



## STR Monthly Lodging Trends Percentage of Change from Prior Year



Source: STR, LLC

Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

# Missouri Travel Barometer



## STR Lodging Trends – Week Ended January 29, 2022

OCCUPANCY  
was up  
**27.5%**  
as compared to  
the same week in  
2020

STATEWIDE  
DEMAND  
**INCREASED**  
**29.7%**

ADR  
(Average Daily Room Rate)  
**INCREASED**  
**29.0%**

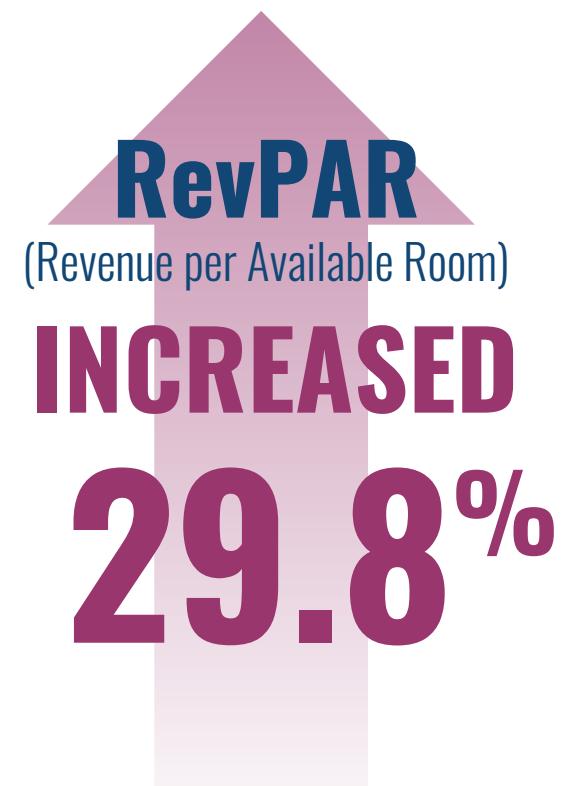
RevPAR  
(Revenue per Available Room)  
**INCREASED**  
**64.4%**

# Missouri Travel Barometer



## AirDNA Short-Term Rental Trends for Entire Place Rentals

December 2021 Compared to 2020

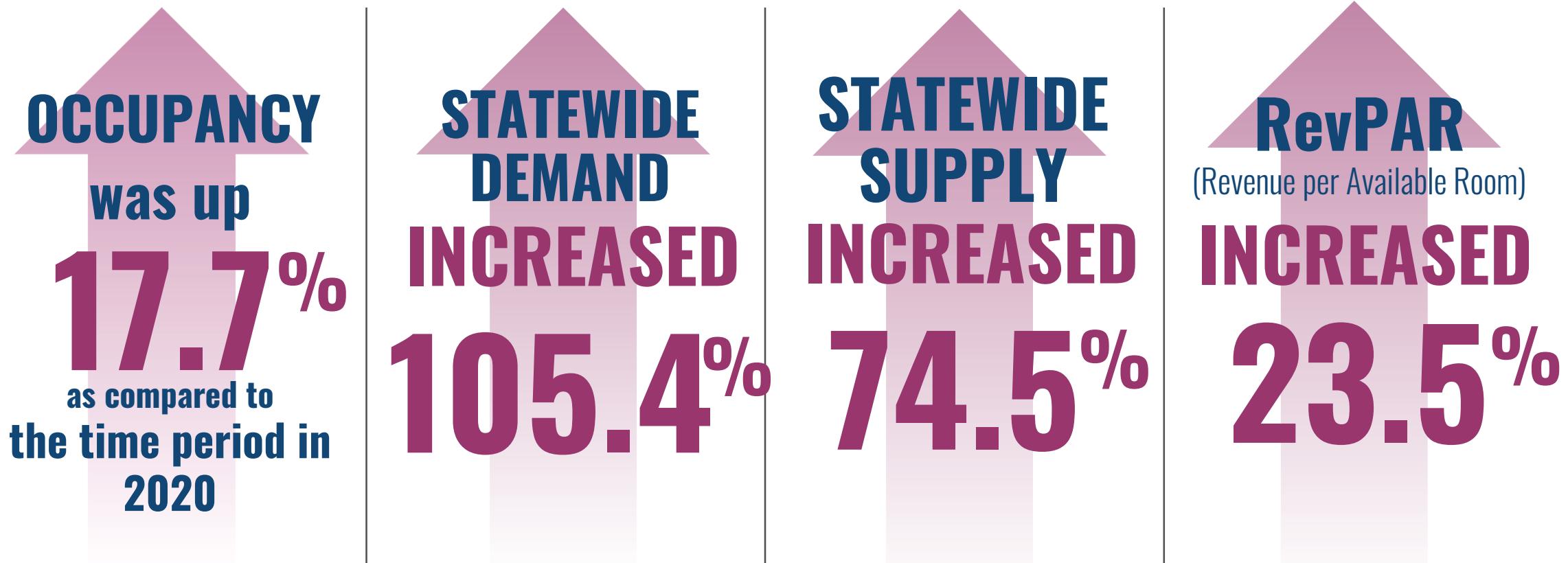


# Missouri Travel Barometer



## AirDNA Short-Term Rental Trends for Hotel Comparable Rentals

December 2021 Compared to 2020



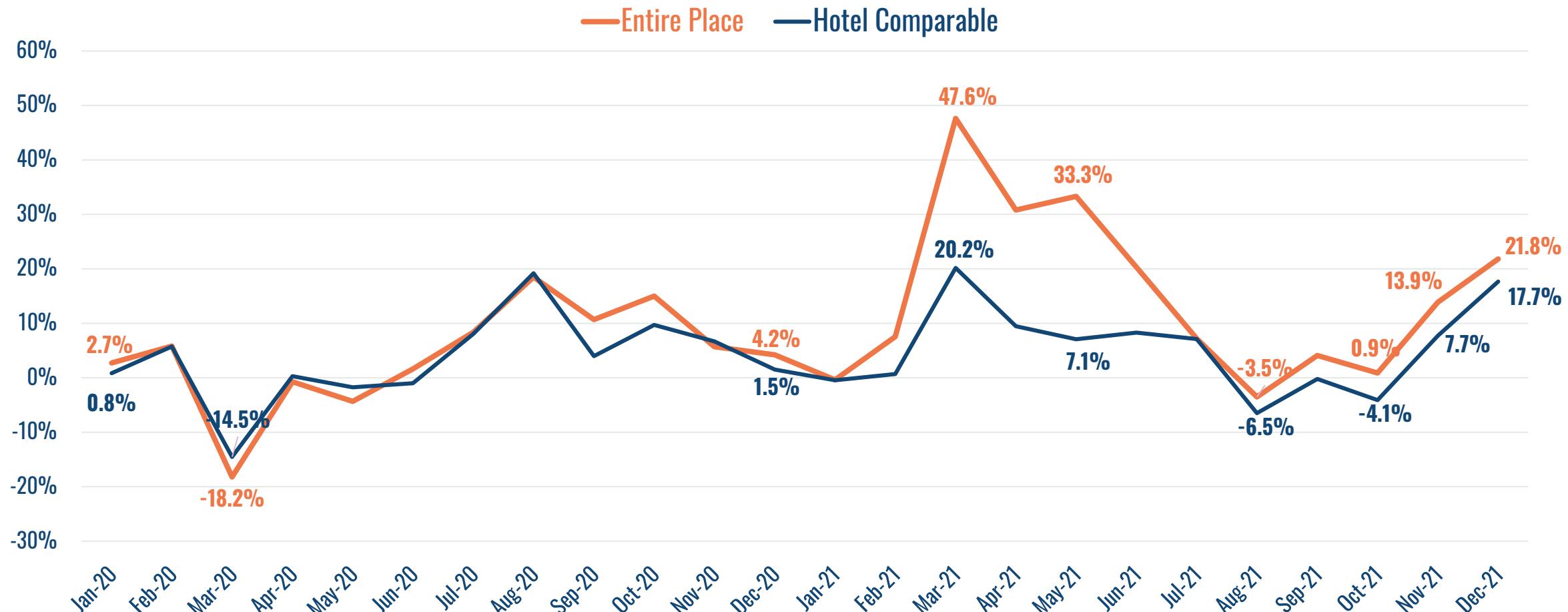
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.

# Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



## AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



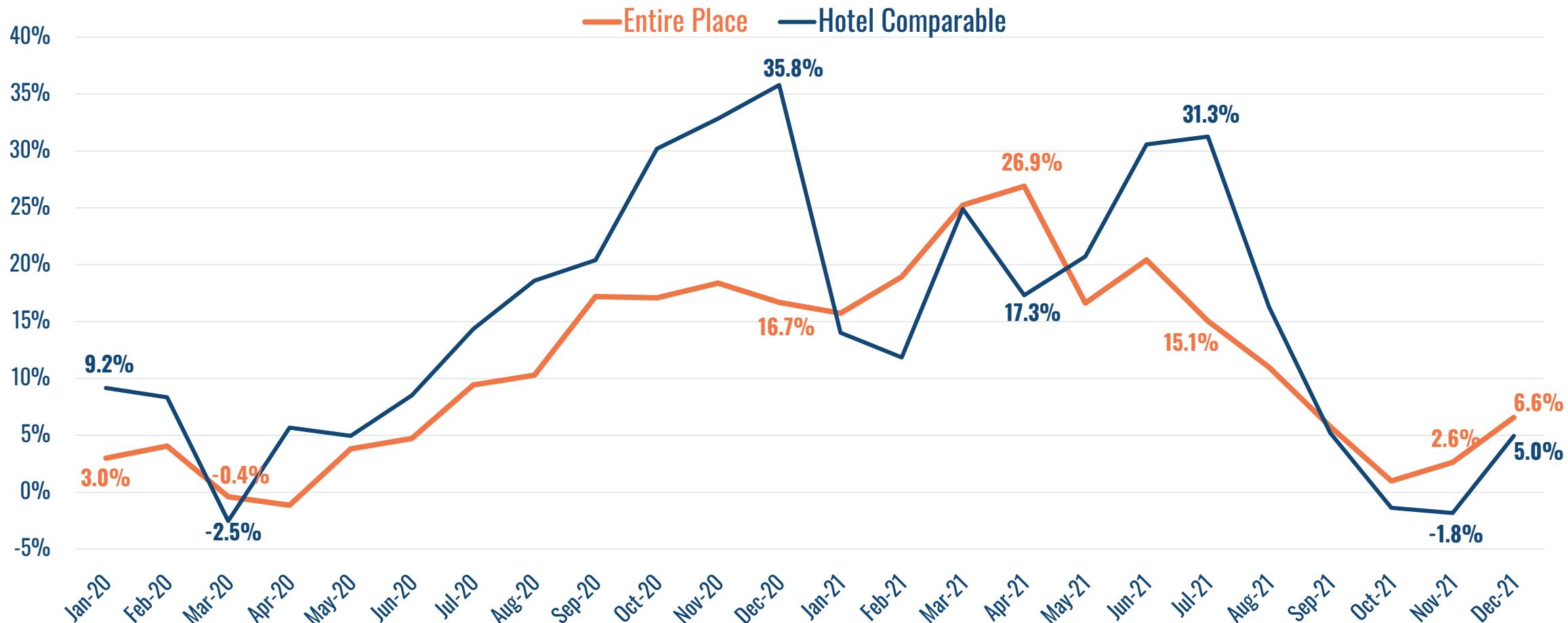
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.

# Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



## AirDNA Short-Term Rentals ADR % of Change from Prior Year



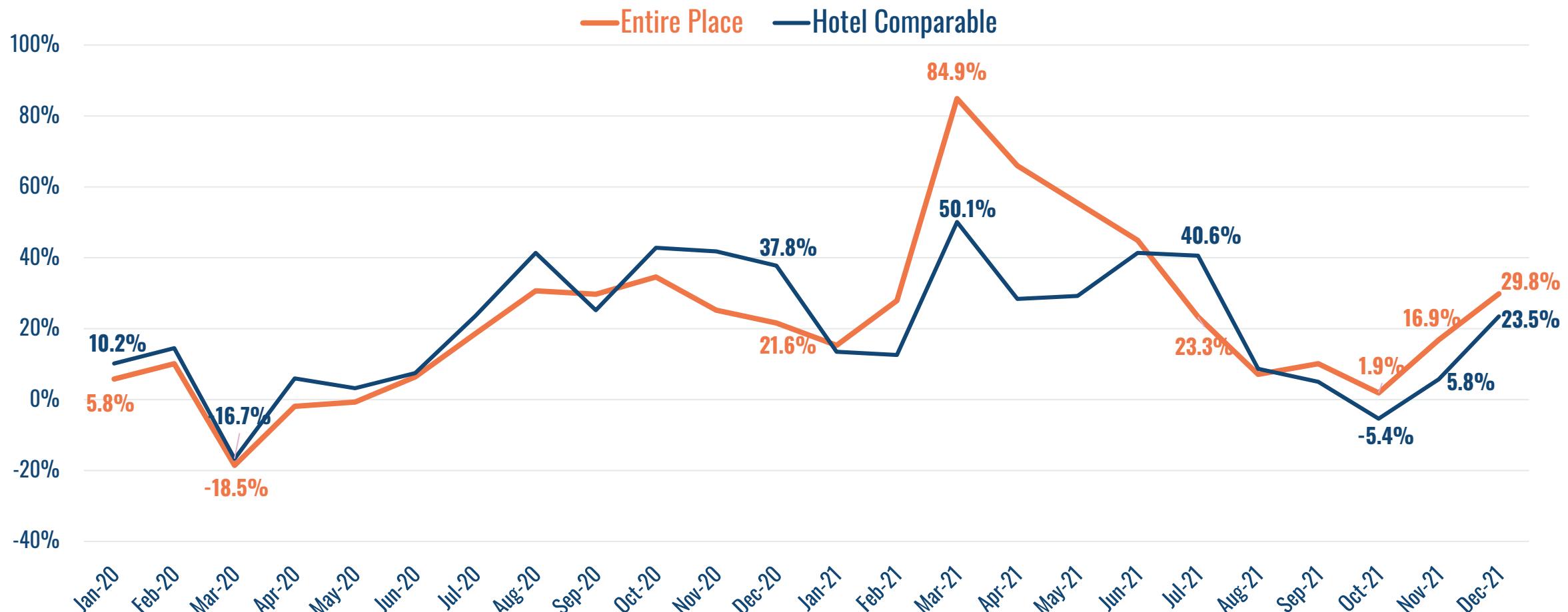
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.

# Missouri Travel Barometer



The effect of Covid-19 first hit the week ending 2/29/2020

## AirDNA Short-Term Rentals RevPAR % of Change from Prior Year



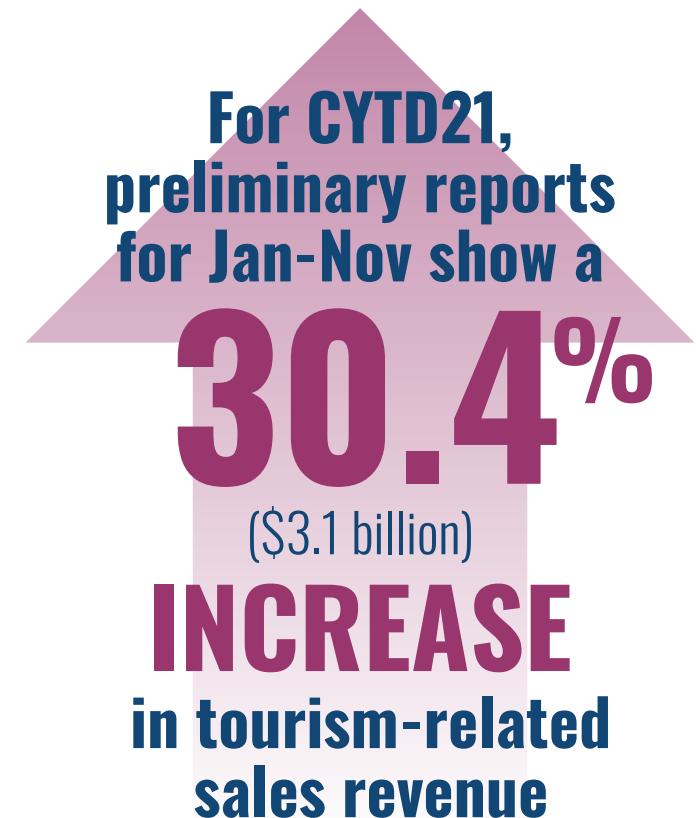
AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.

# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



## NAICS Tourism Business Sales through November 2021

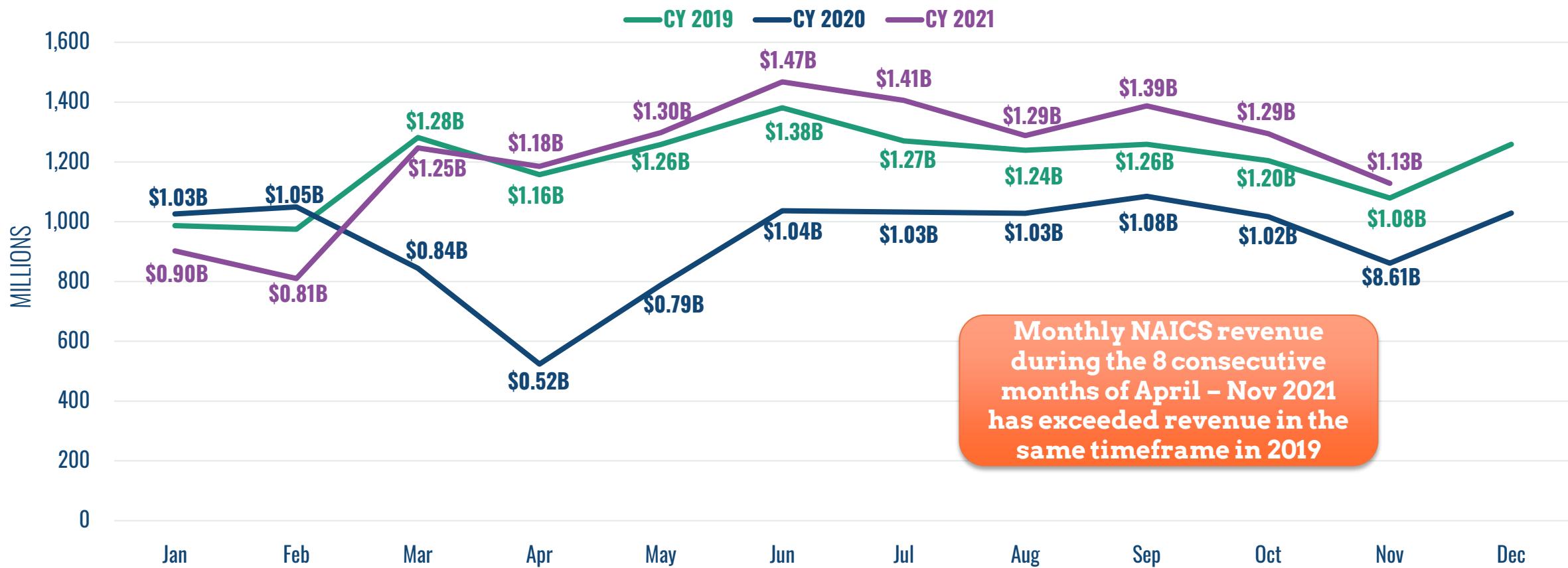


# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



## CY Sales Revenue from Tourism-Related NAICS



# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



## CYTD Sales Revenue from Tourism-Related NAICS

BILLIONS



Jan - Nov 2019

Jan - Nov 2020

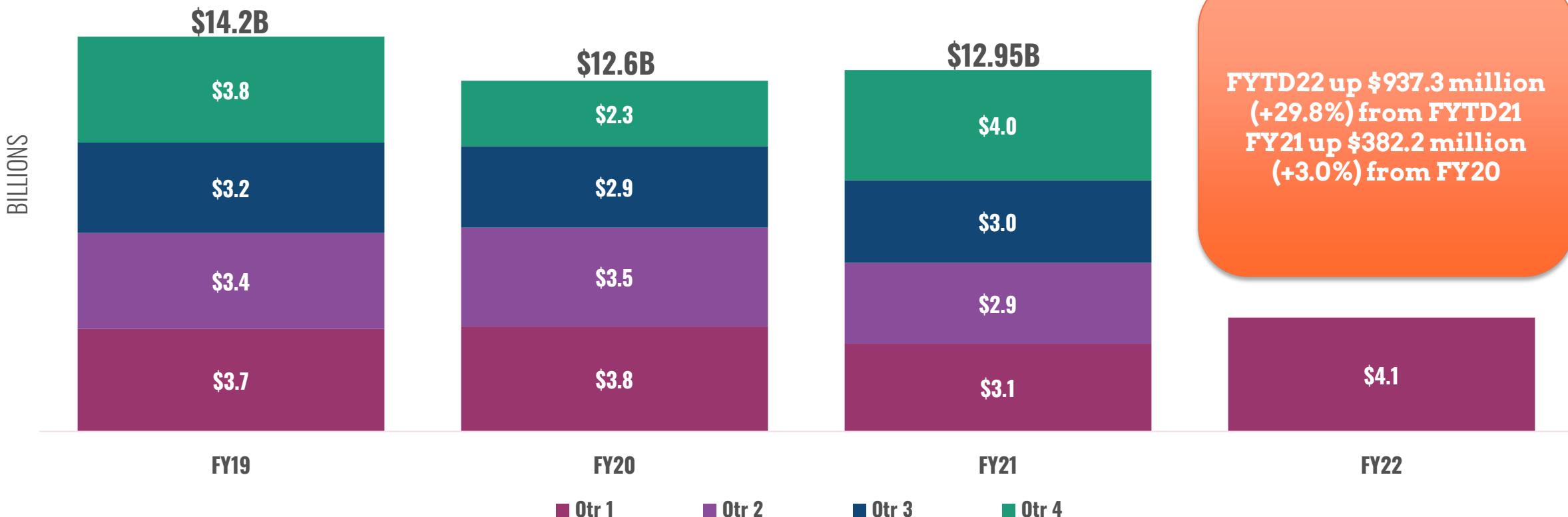
Jan - Nov 2021

# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year



## FY Sales Revenue from Tourism-Related NAICS

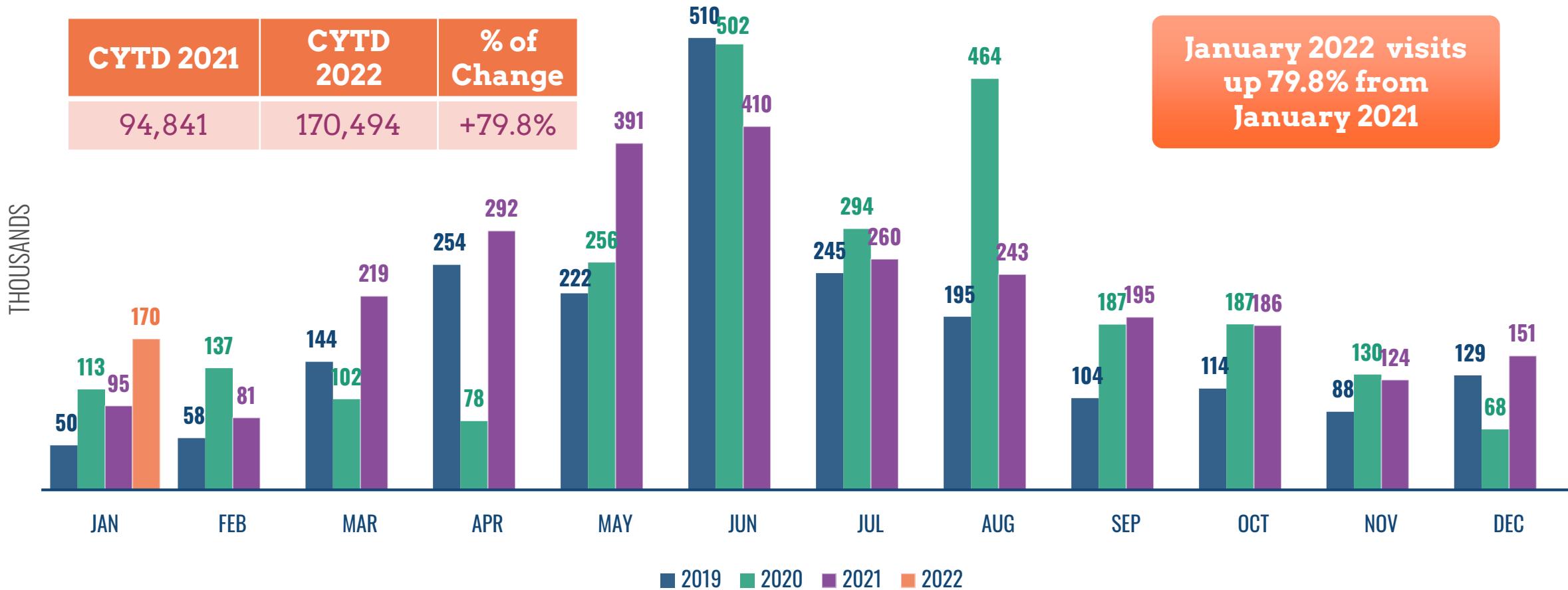


# Missouri Travel Barometer

Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns



## Calendar Year Visits to VisitMO.com by Month

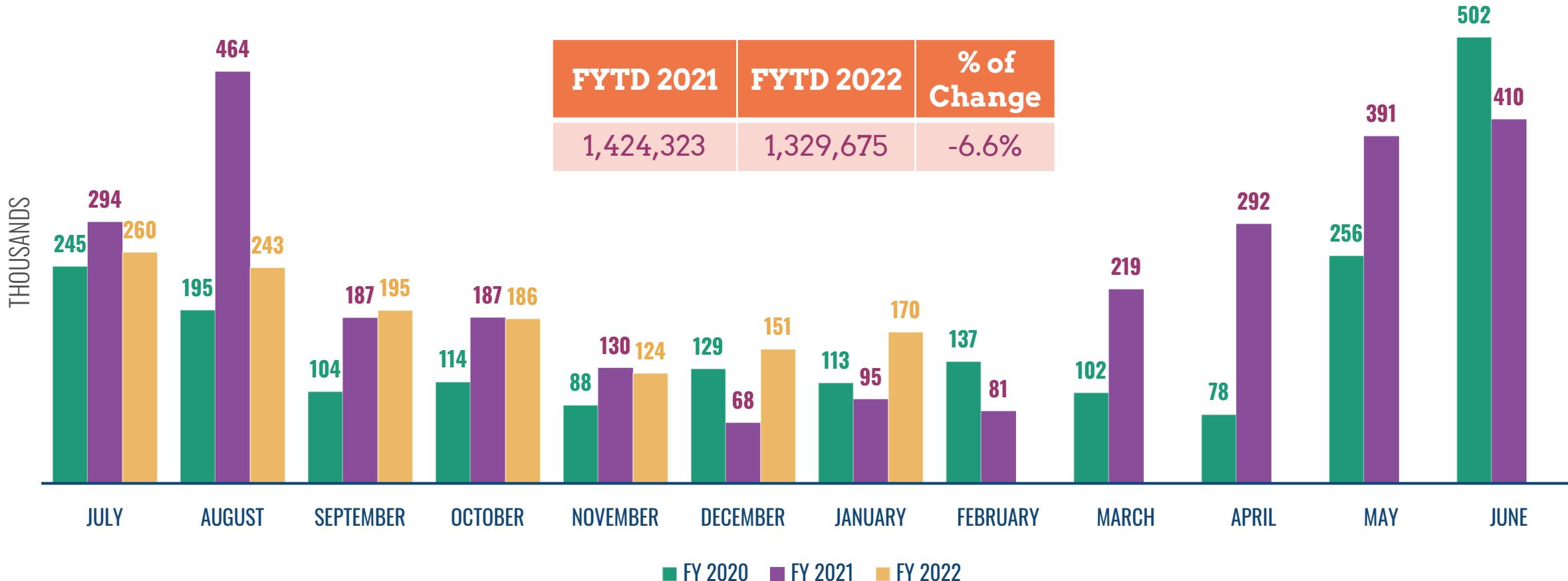


# Missouri Travel Barometer

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns



## Fiscal Year Visits to VisitMO.com by Month

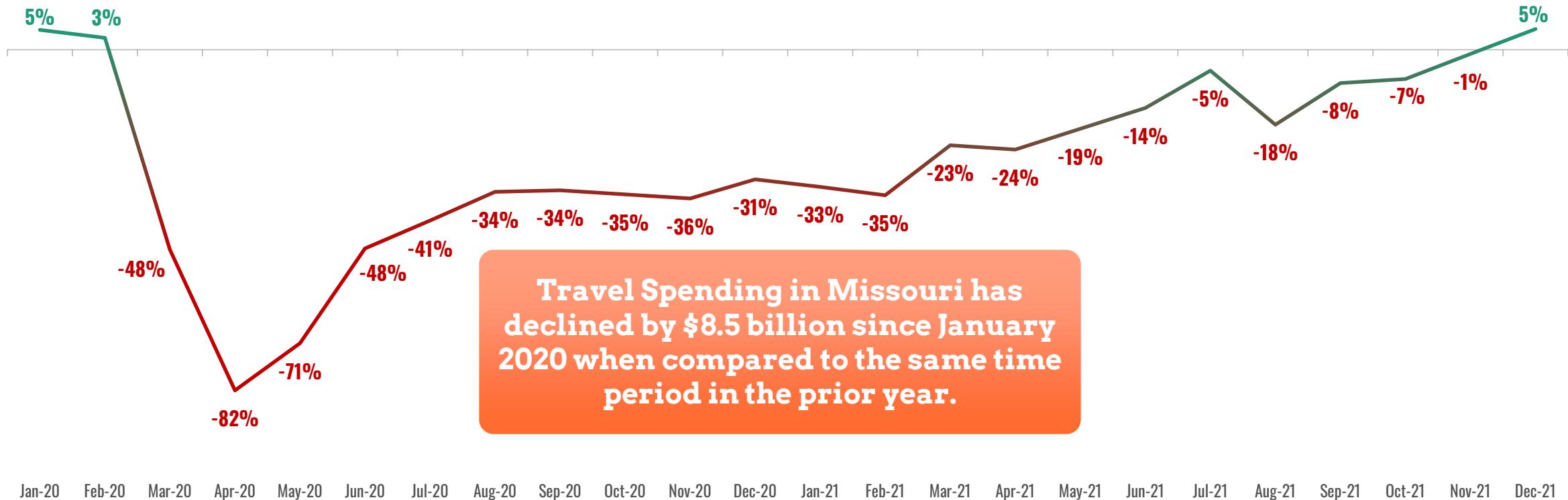


# Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29/2020



## Economic Impact % Change in Monthly Travel Spending in Missouri Compared to 2019

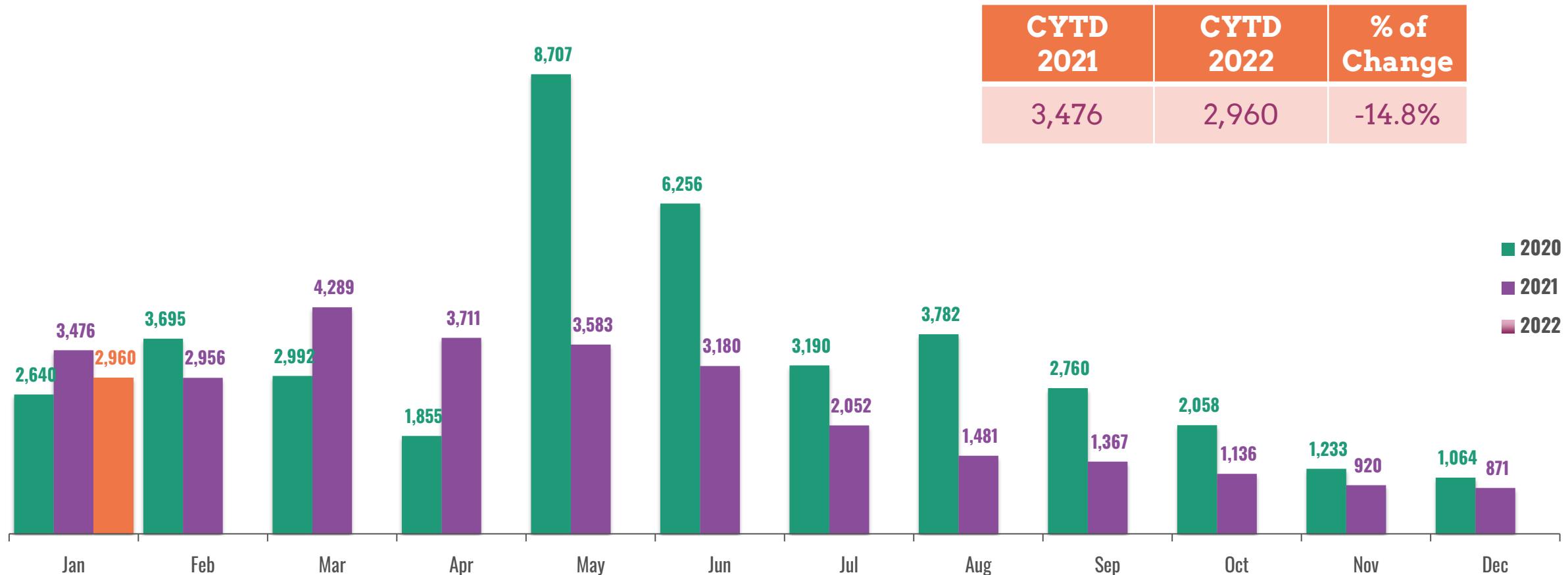


# Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

## Fulfillment of Travel Guide Orders from All Sources



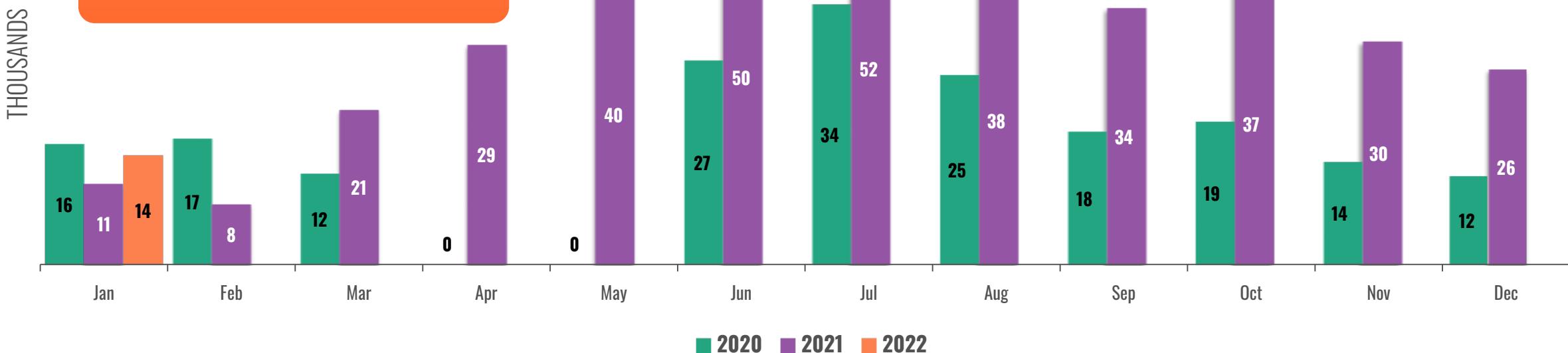
Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

# Missouri Travel Barometer



## Welcome Center Visits: 2022 Calendar Year to Date through January

For CYTD 2021, the centers were up 33% for January 2022 compared to the same time a year earlier.

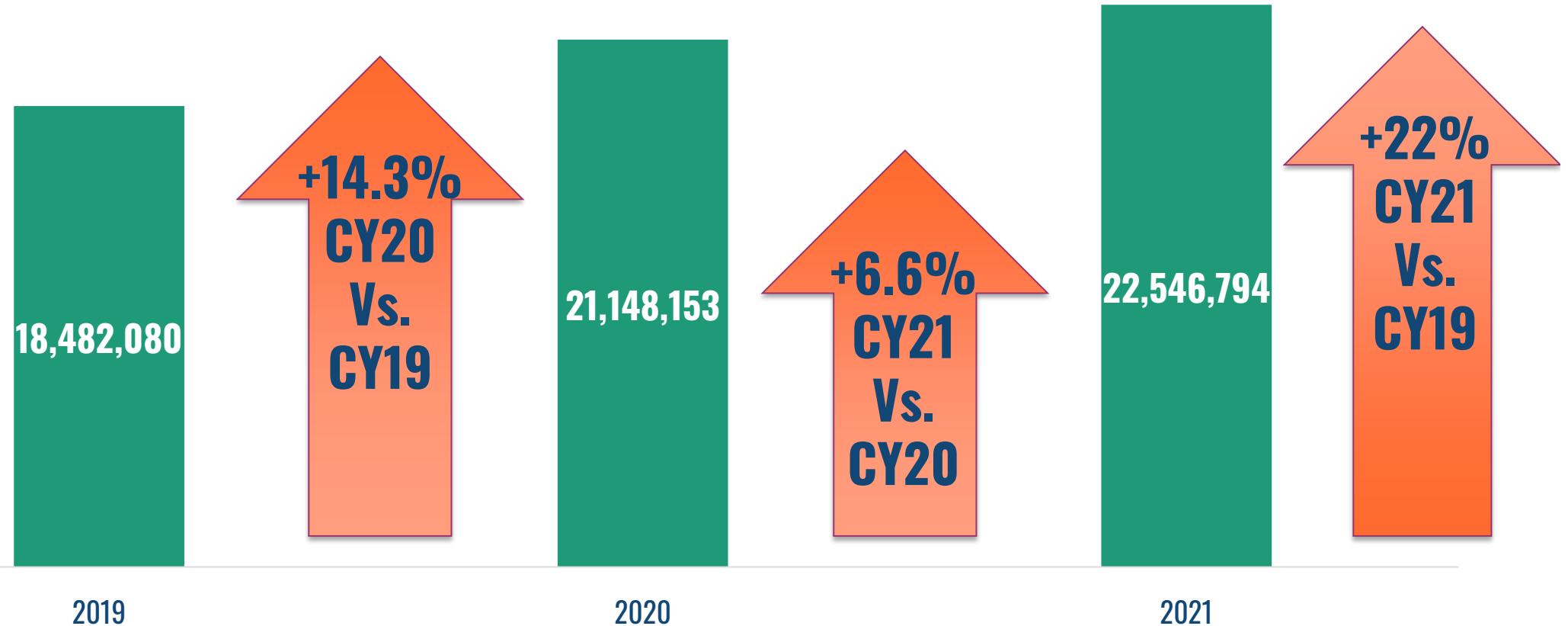


Notes: The Welcome Centers were closed March 18<sup>th</sup> – May 31<sup>st</sup> due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday. On 2/16/2021, the centers switched to being open only Tuesday – Saturday. On 4/11/2021, the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021, the centers started opening 7 days a week.

# Missouri Travel Barometer



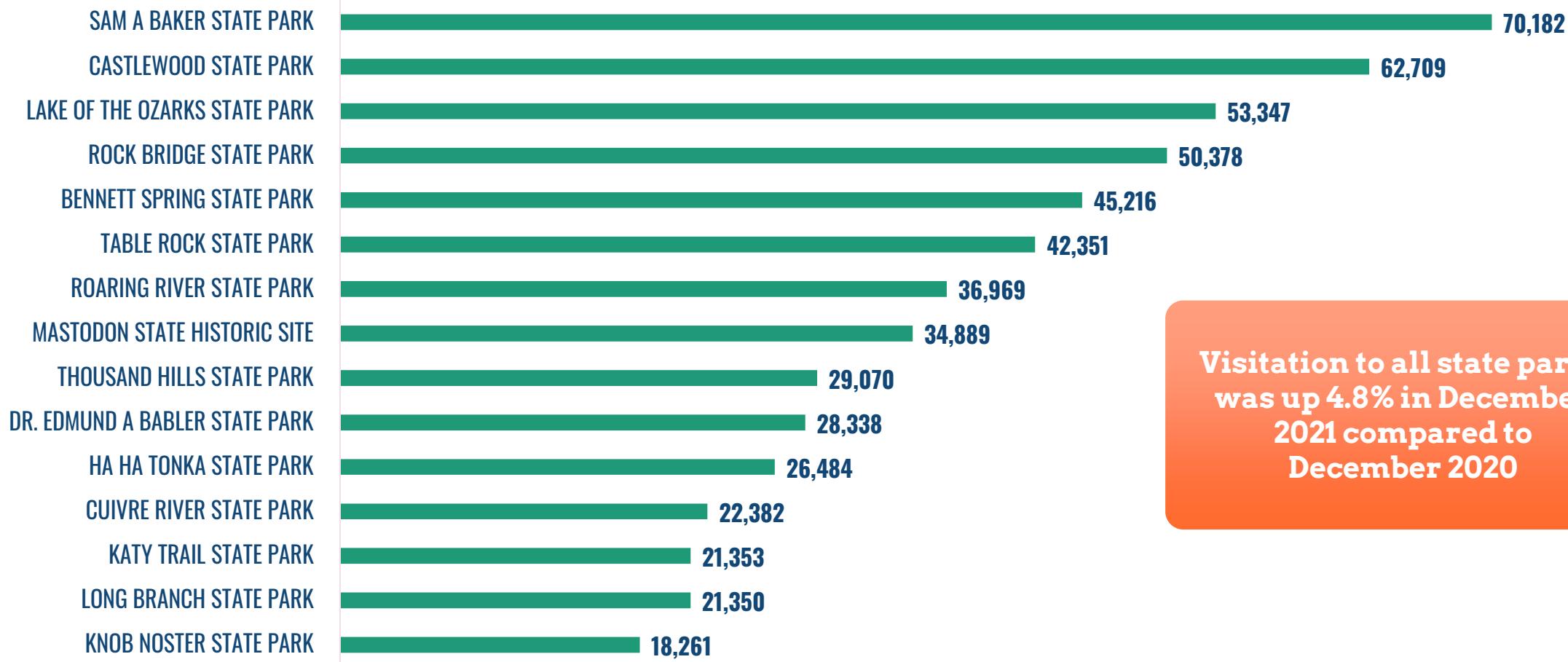
## Visitors to Missouri State Parks during January – December



# Missouri Travel Barometer



## Most Visited Missouri State Parks during December 2021

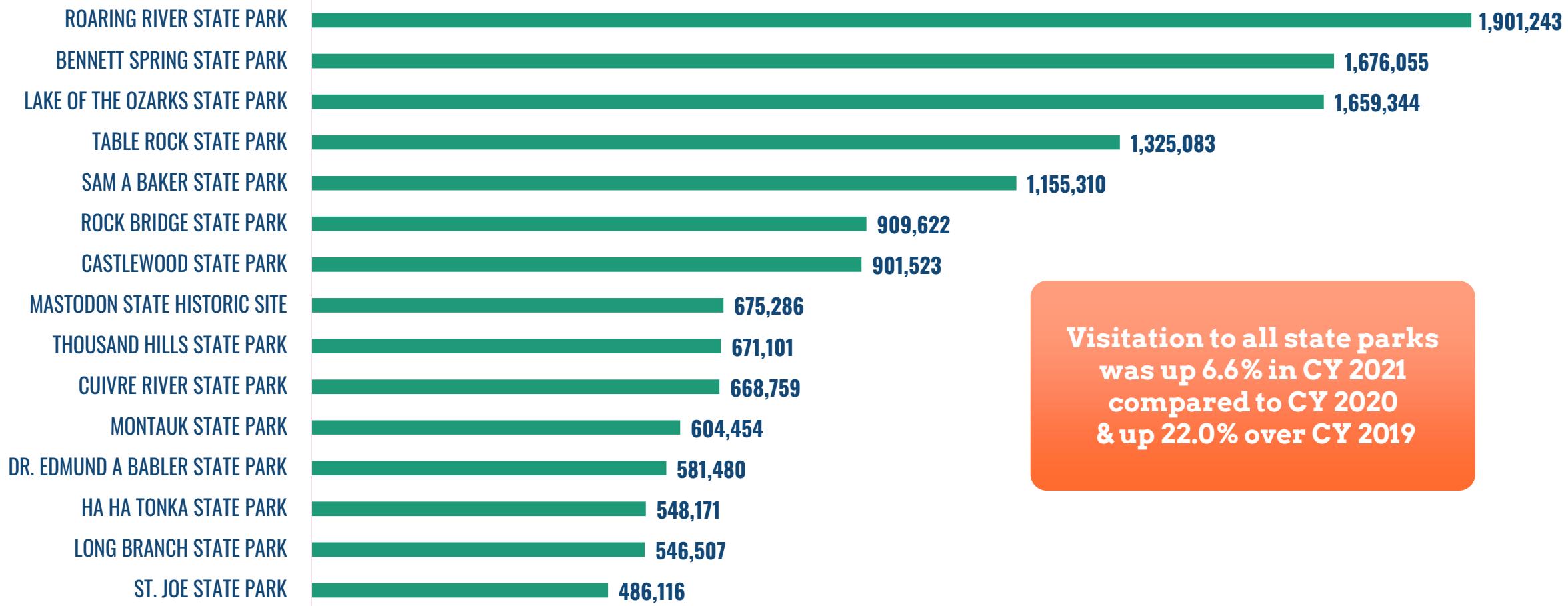


Visitation to all state parks  
was up 4.8% in December  
2021 compared to  
December 2020

# Missouri Travel Barometer



## Most Visited Missouri State Parks during CY 2021



Visitation to all state parks  
was up 6.6% in CY 2021  
compared to CY 2020  
& up 22.0% over CY 2019

# Missouri Travel Barometer



## Missouri National Parks Attendance % of Change in Visits to Missouri National Parks 2021 Compared to 2020



*Notes: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.*

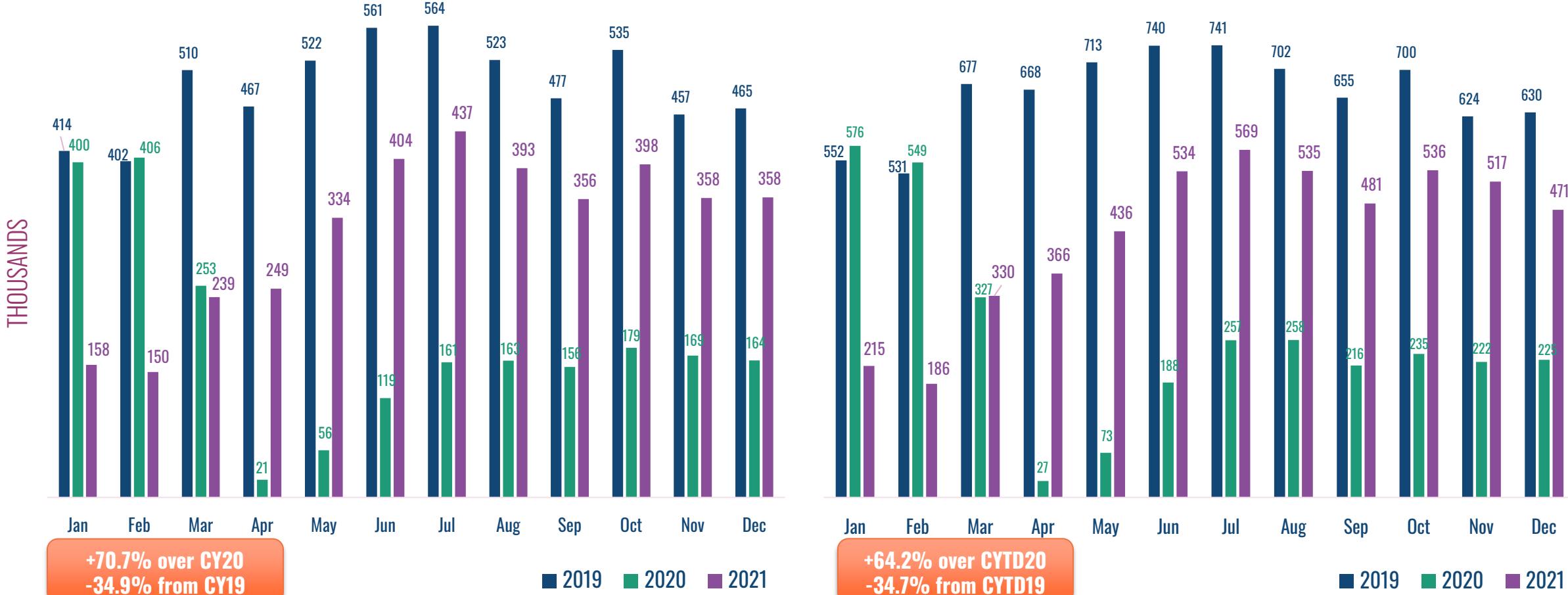
# Missouri Travel Barometer



## KC & STL Airport Deplanements

### Kansas City

### St. Louis

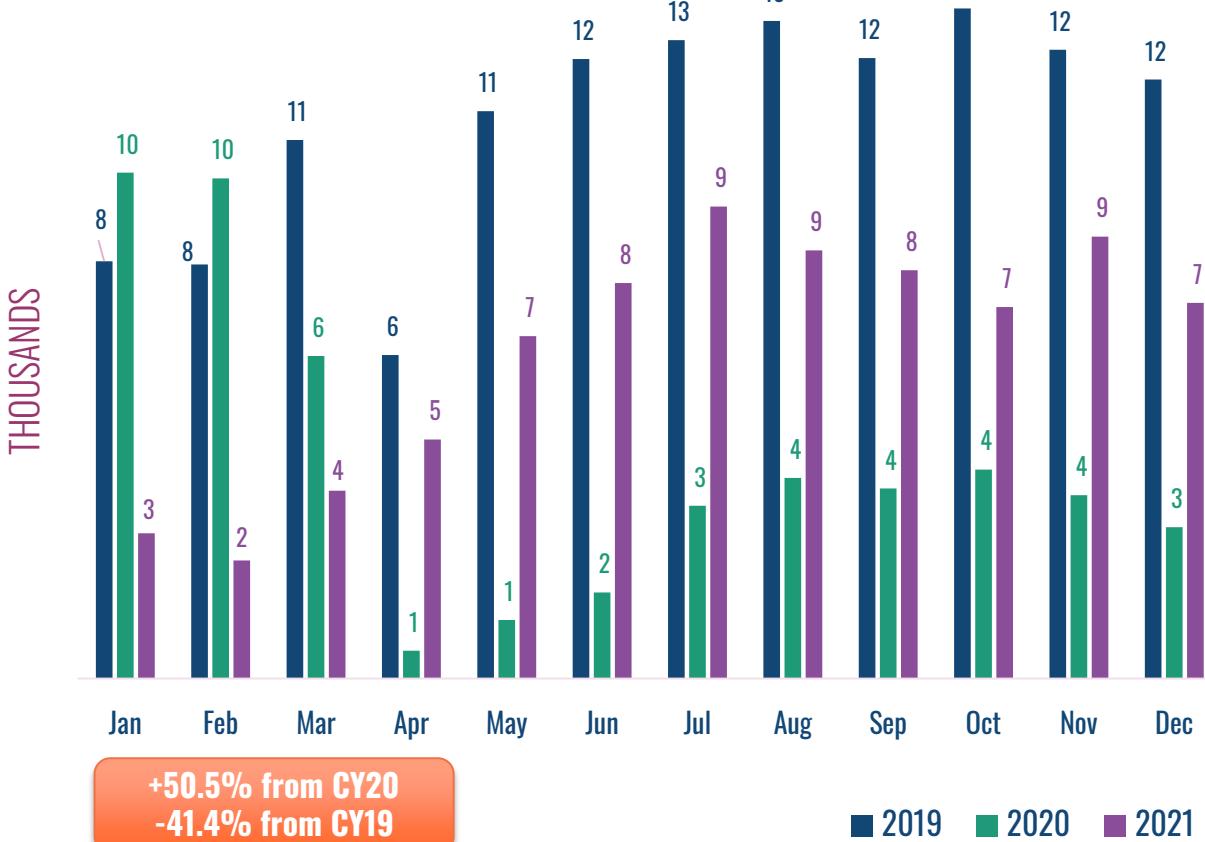


# Missouri Travel Barometer

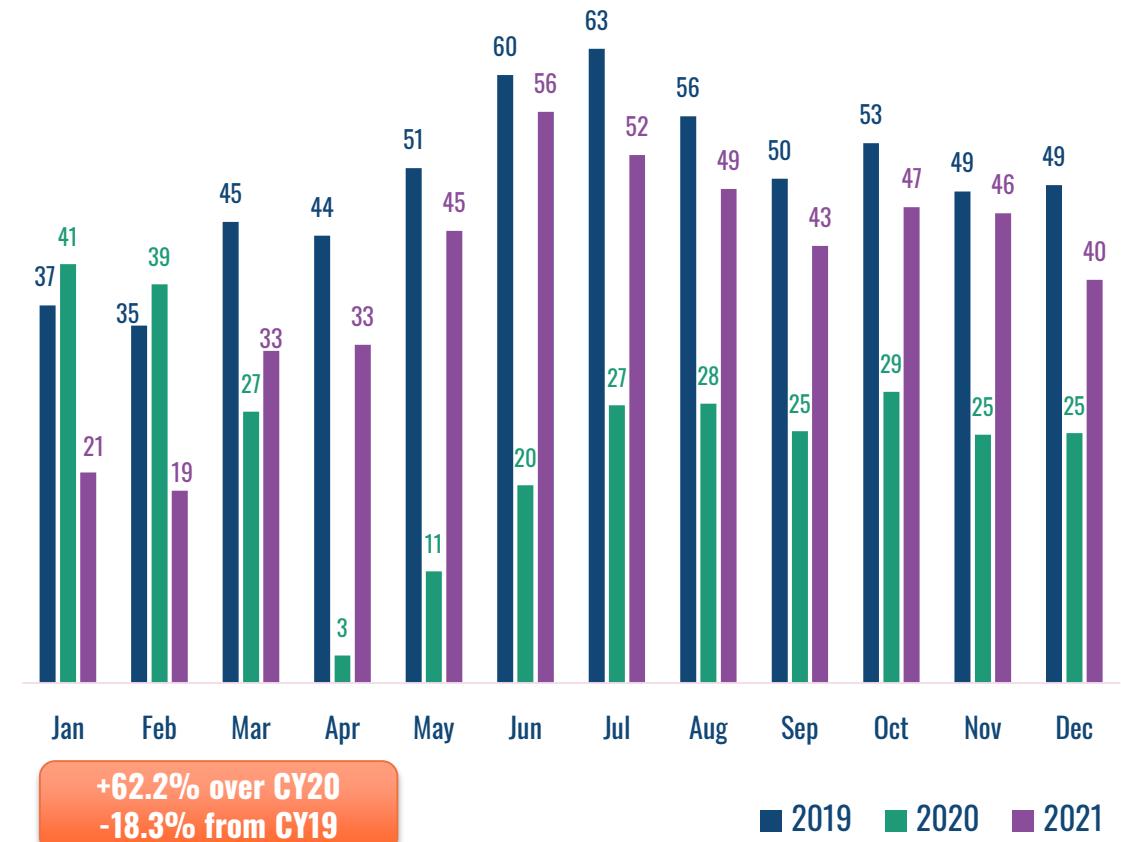


## Columbia & Springfield Airport Deplanements

### Columbia



### Springfield



A photograph of a woman in a white kayak navigating through a turbulent, rocky river. She is wearing a pink top and black pants. The river is filled with large, grey, textured rocks. In the background, there is a dense forest of green trees under a clear blue sky.

**THANK YOU**